

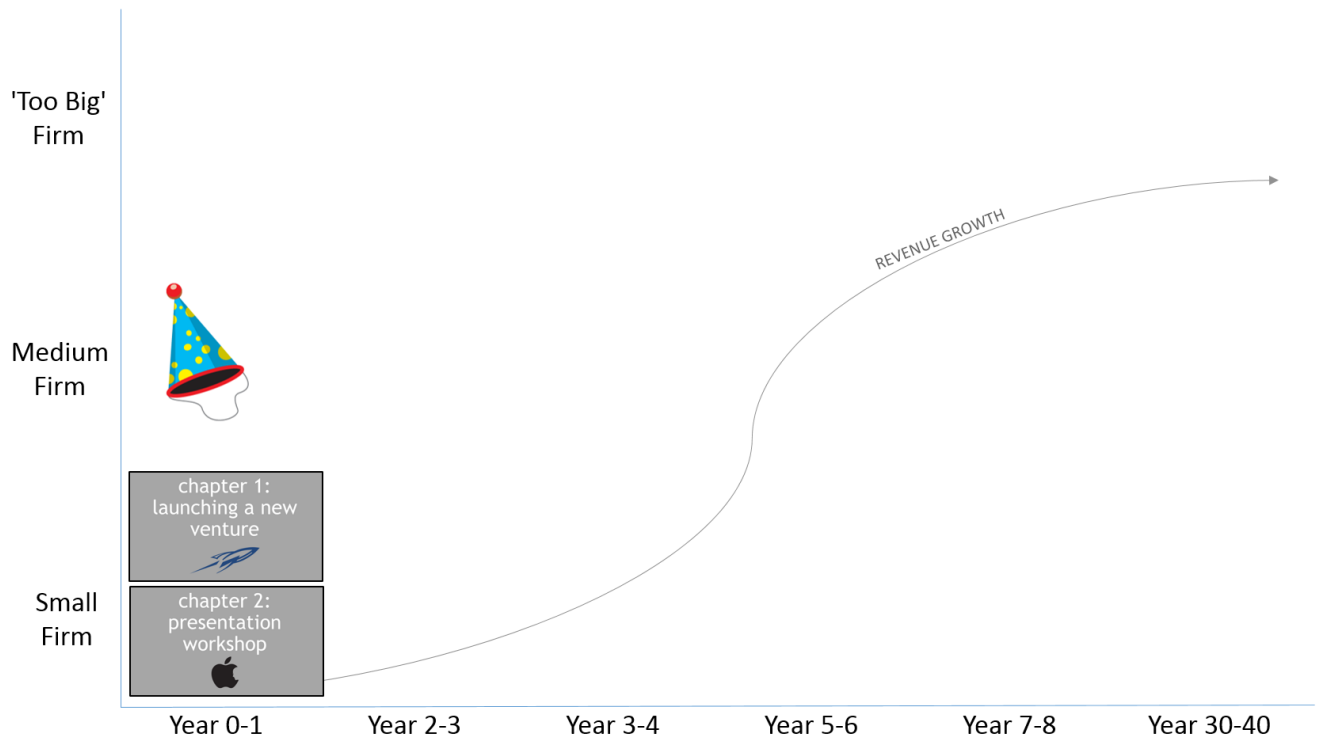
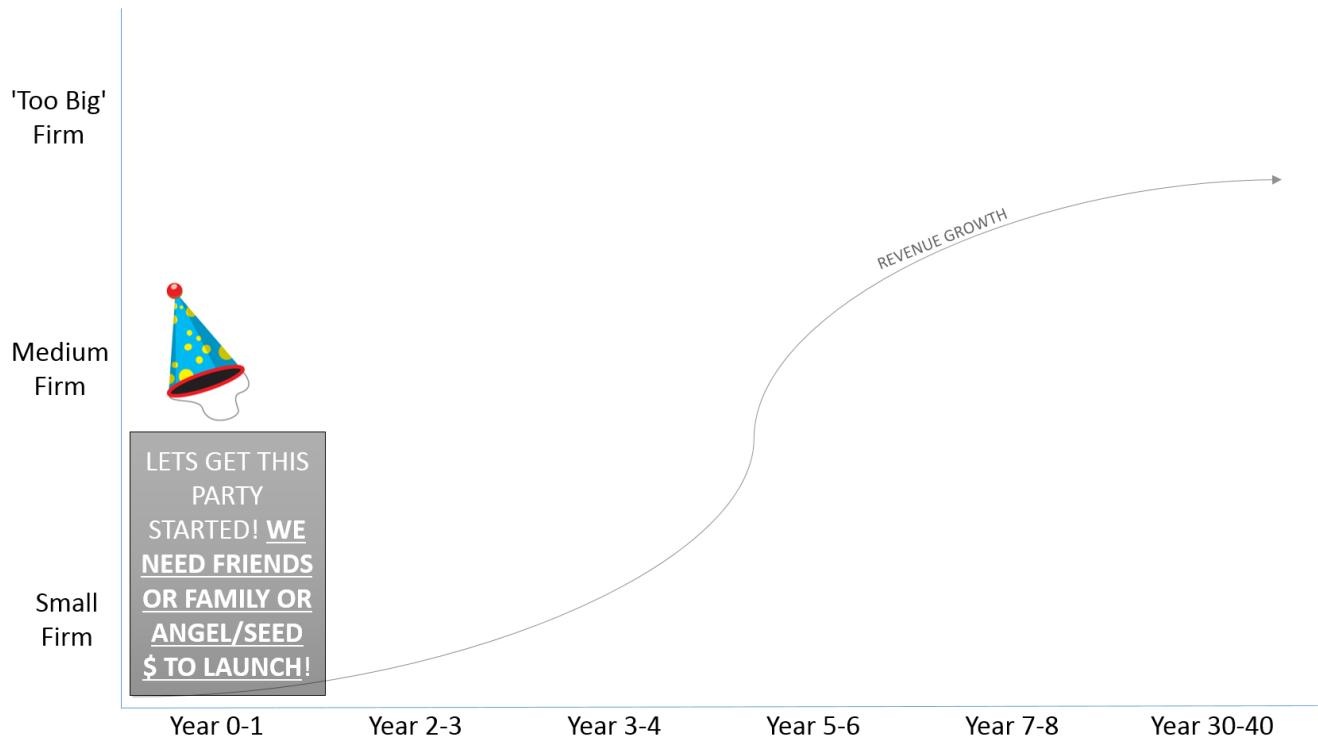
CHAPTER 2: PRESENTATION WORKSHOP

“The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.”

- Martin Luther King, Jr.

chapter 2:
presentation
workshop





THE SECOND MOST IMPORTANT BUSINESS SKILL

Your ability to present to investors, customers, potential customers and peers is a crucial skill that you can improve at with practice. Please keep in mind that “less is always more” when it comes to presenting. The best CEOs and entrepreneurs often have the best presentation skills. Don’t worry as you can improve materially with practice. Steve Jobs is the best presenter in history in my opinion. He didn’t start off this way: www.tiny.cc/chris19

Compare and contrast that last video with how Steve Jobs presented later in life. Watch for how easy it is to understand him and how simplistic his slides are (less is more):

www.tiny.cc/chris20

In business presentations there is no need to be nervous. As strange as this might sound, when you present you need to remember that nobody is smarter than you. I am not telling you to be arrogant, just confident and passionate. This video will change your life (repeated on purpose):

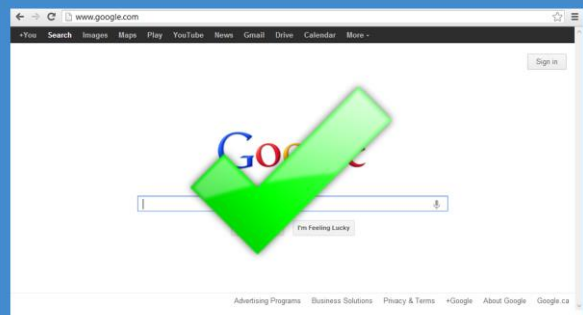
www.tiny.cc/chris21

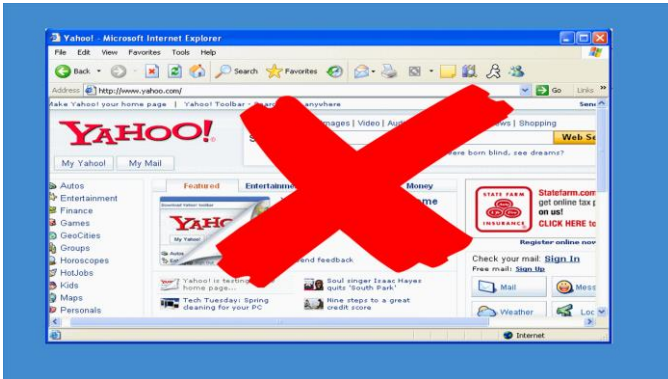
Rather than teach you how to present via boring text, I decided to simply paste presentation slides..less is always more...you can also watch the presentation version of this chapter online at <http://tiny.cc/chris108>

important presentation rules:

less is more.

keep it simple.





‘the medium is often more important than the message’

‘how you present it is often more important than what you present.’

examples....



win over



win over



win over



win over





win over



inspire.

be passionate.

watch pros on YouTube.

don't deliver a presentation...

deliver an experience.

practice. practice. practice.

tell a story.

“3 words” or “3 items”
work well!

it is used everywhere.....

‘yes we can’



‘and you’re done’



‘just do it’



‘tomorrow starts here’



‘inspired by clouds’



‘make it yourself’



‘an inconvenient truth’



the 3 stooges.



the 3 bears.



hunger games.



3 wise men.



3 background layers in photos:



have some fun!

don't be boring.

change the world.

'one more thing'...

marketing is theatre.



mission statement.

create passion statement.

metaphors work.

‘a microprocessor is the brain
of the computer’



customer testimonials work.

short video clips work.

props work. ‘the product’.

If you don’t have passion, you
have no energy. If you have no
energy, you have nothing.

-donald trump

‘It’s not about coffee. It’s about
passion and an experience.’



present with passion.

right from the heart.

don't read a script.

Observe how politicians or passionate business leaders like Marc Benioff or Richard Branson present. Also, watch for superb presentations during the annual Oscars award show. Here is an excellent passionate speech right from the heart by Matthew McConaughey: www.tiny.cc/chris109

if you use lists. max = 3.

We can only recall a few items on each slide, so a best practice is always to put as little detail as possible on each slide.

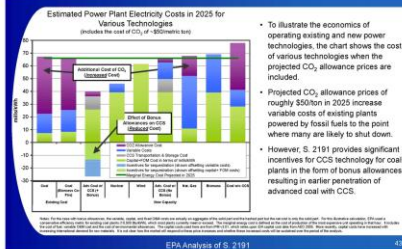
keep slides simple.....

Below are a few examples of brutal slides with waaaaaaay too much information!

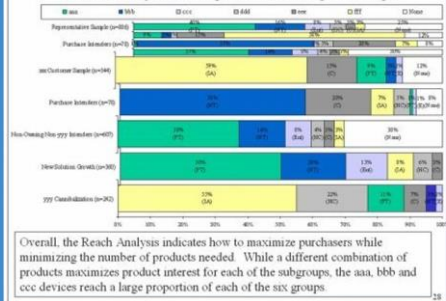
Boring, generic title (4)

- I am writing down everything I could possibly say about this slide
- Resulting in me reading all the text out loud
 - But hey, that also means I do not have to make any contact whatsoever with my audience.
 - Yippee!
 - Sht, is my fly open? I feel a breeze.
 - Why is that guy yawning over there?
 - I just love the Arial font, don't you?
 - I'm glad my secretary found this standard background, it is just so pretty to look at.
- Could this possibly get more lame?
 - No, probably not
 - I should insert a joke, but I wouldn't know where to find one on the internet.
 - If I bore everyone long enough, there will be no room for questions
 - The idea of intercession just made me pee in my pants
- I hope no one notices I actually wish I was dead
- I've just forgotten my name...
- Oh well, only 50 more minutes of this

Near-Term Power Plant Economics with CO₂ Allowance Costs



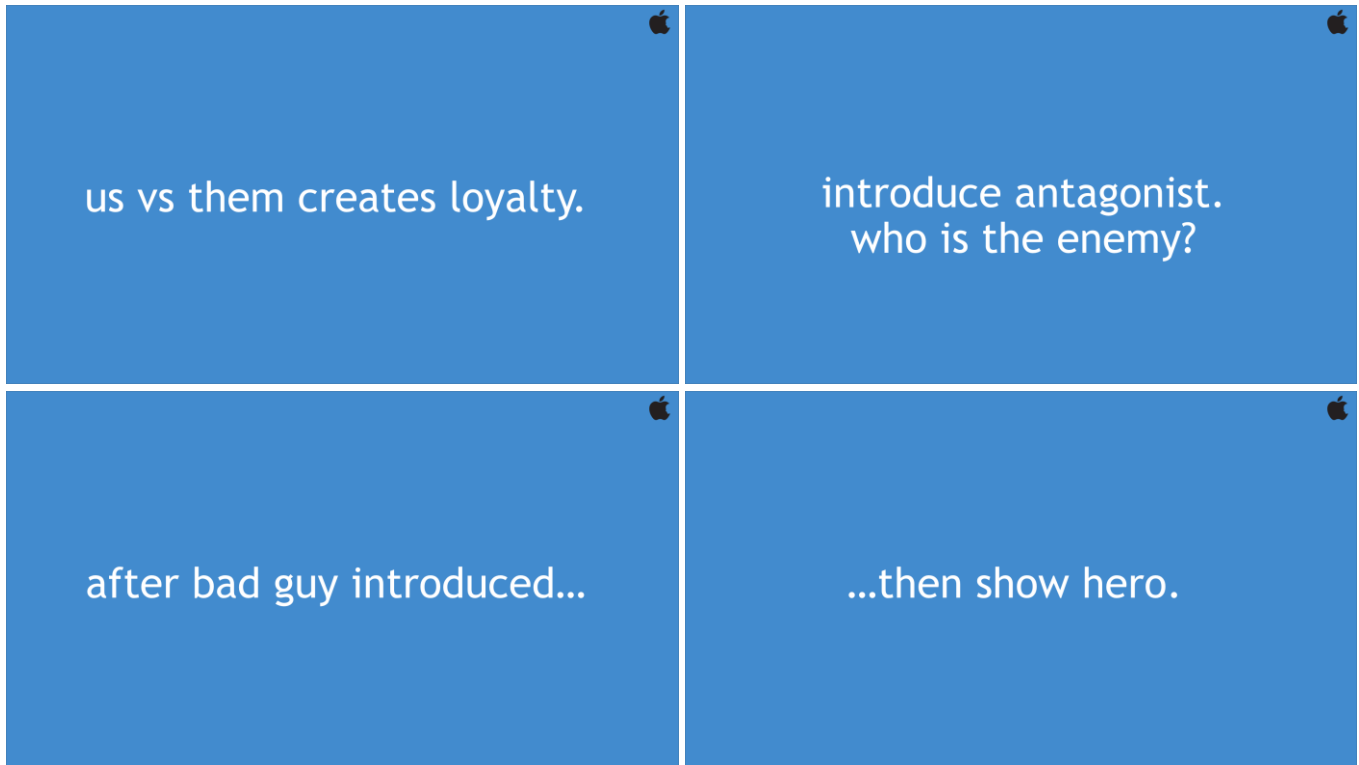
Reach Analysis: Comparison of Sample Groups



less is more.
a few simple words work.

A few simple words can literally change the world. Watch this incredible speech by the late great Ronald Reagan in front of the Berlin Wall. Reagan went off script and created these two brilliant phrases that ended communism: *"Open this gate". "Tear down this wall"*.

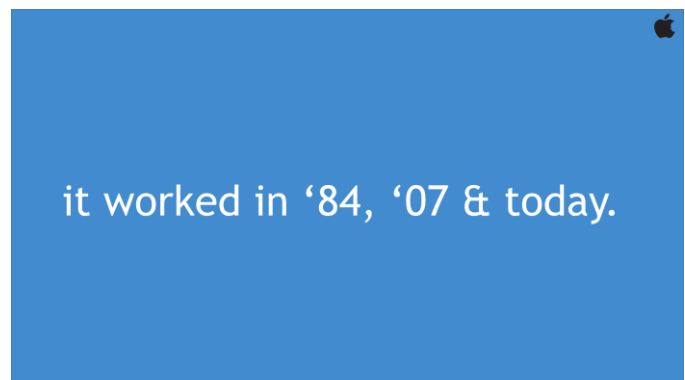
www.tiny.cc/chris22



A common enemy is not something that only politicians use. Successful advertising campaigns also highlight who the enemy is. Here is an incredible commercial that Apple aired just one time in 1984 during the super bowl. The athlete represents Apple and every other character represents IBM:

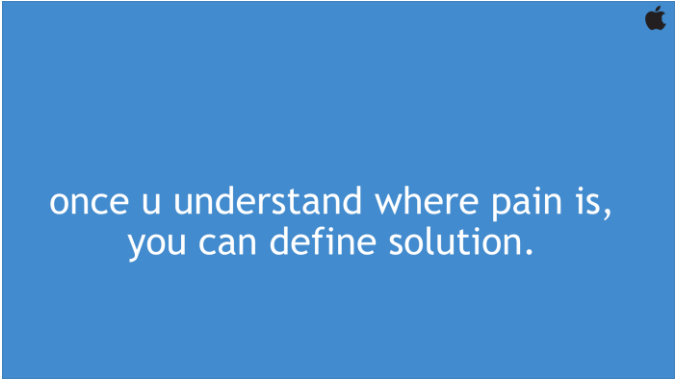
www.tiny.cc/chris23

In 2007 Apple used a commensurate strategy using humor to ridicule the competition, which was then Microsoft (the character in this video looks a little bit like Bill Gates): www.tiny.cc/chris25



Here is another sample commercial from Apple:

www.tiny.cc/chris26



once u understand where pain is,
you can define solution.



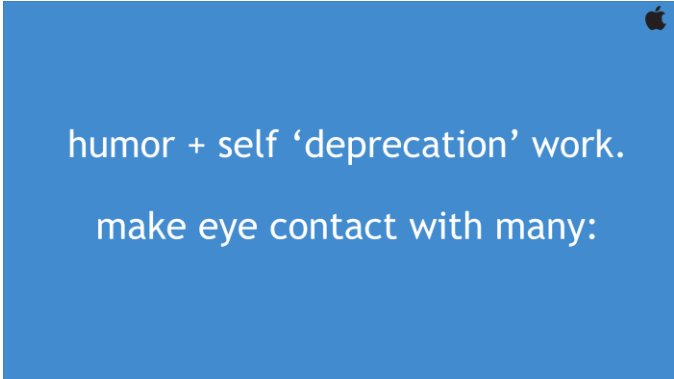
clarity is also important...

Meryl Streep is incredibly clear (and humorous)
when she presents:

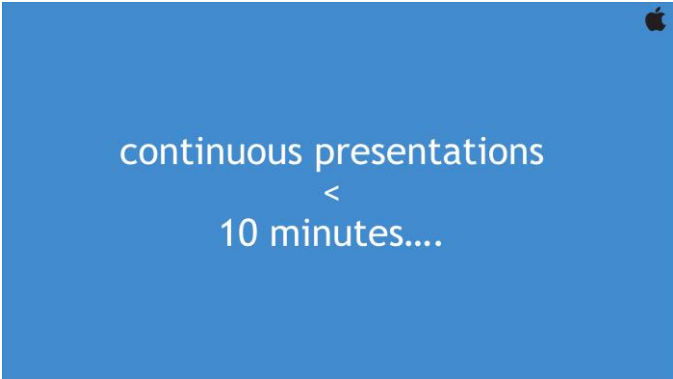
www.tiny.cc/chris27

Conan O'Brien's commencement speech at
Dartmouth. He epitomizes how to use humor
(especially self-deprecation) when presenting:

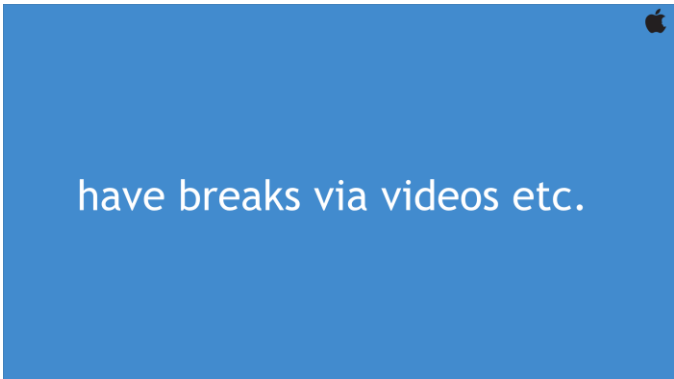
www.tiny.cc/chris29



humor + self 'deprecation' work.
make eye contact with many:



continuous presentations
<
10 minutes....



have breaks via videos etc.

There is a reason that T.E.D. talks are relatively short...people can't pay attention for more than 10-15 minutes without breaks for a short video etc.



'insanely great'

Steve Jobs used the phrase 'insanely great' a lot. Always present in layman's or easy to understand terms. Oddly enough, some business executives chose to present at an 8th grade (or lower) vocabulary level in order to reach the widest audience possible. My kids have always been so excited after each Apple keynote presentation as nobody communicates better to the masses than Apple does.



simplicity works.

less is more.

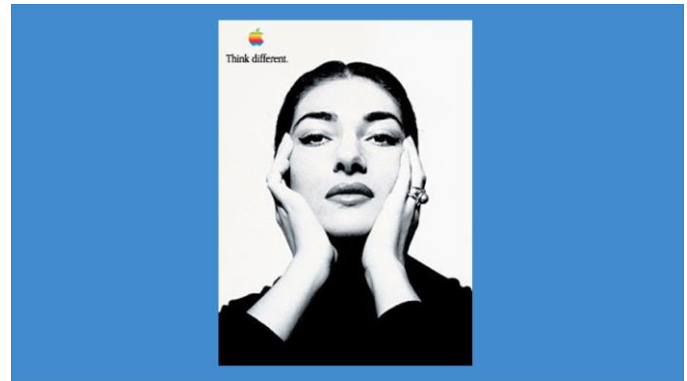
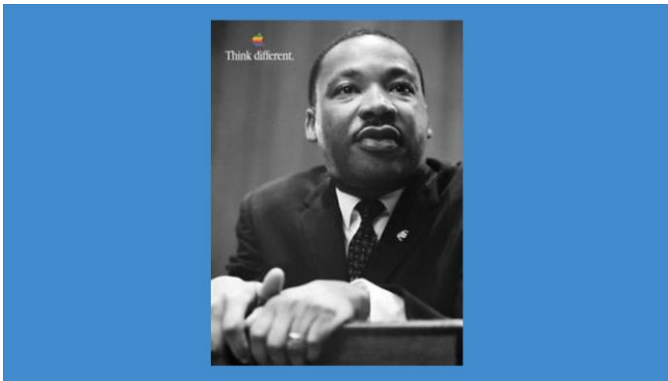
apple is the best at this....



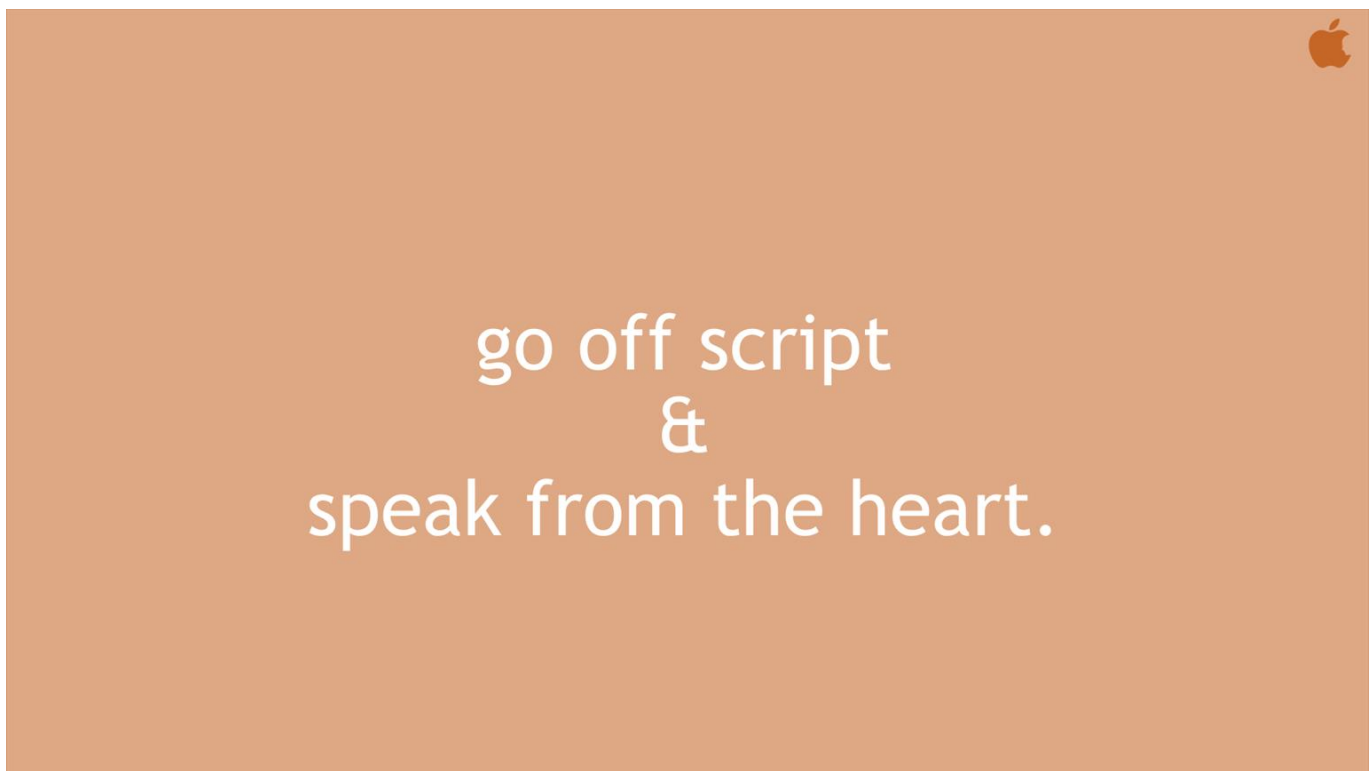
use simple language like...



'ipod is the size of a deck of cards'



This video from Apple and Steve Jobs on simplicity is incredibly inspiring: www.tiny.cc/chris30



George Bush gave the best speech of his presidency at ground zero when he went off script and spoke right from his heart: www.tiny.cc/chris31



use your hands.

Your audience will pay more attention to you if you use your hands often as this makes you present in a much more passionate and engaging way.

If you try your best to make eye contact with as many people as possible when you are presenting, then most people will pay attention as they feel that you are communicating directly with them.



make eye contact with everyone.



use dramatic pauses.

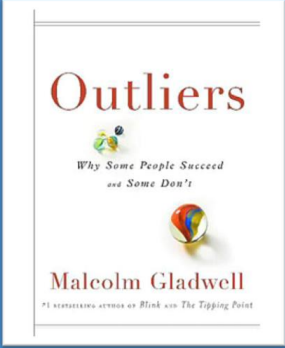
When you say something prophetic in a speech or somewhat confrontational, pause for about 2 seconds. Then resume your presentation. This dramatic pause is incredibly effective. The next time you see a politician like Barack Obama on television, watch how he uses dramatic pauses.

Speak honestly from your heart and don't memorize speeches or use cue cards. If you speak from the heart you will come across as incredibly engaging and sincere.



be honest and sincere.

It's a cliché, but every battle is won before it has been fought. You can become literally the best presenter in the world (yes) if you practice a lot. I sometimes record myself with my iPhone and I watch for my bad habits, which includes the words “um”, “ah”, etc... I also try to watch that my voice isn't too monotone. I practice in front of my wife and friends often before presenting to a large audience.



10,000 hours rule.



Malcolm Gladwell coined the term “the 10,000 rule” in his book called Outliers. Each of the stars above practiced for literally 10,000 before they became the best in their game. See if you can name them all! The same can be said for Steve Jobs.

As a proud Canadian, I will be incredibly insulted if you don't recognize the “great one” in the black and white photo above :)

Let's revisit Steve Jobs' first television appearance: www.tiny.cc/chris32



jobs is part of the 10k hours group

"If you're not comfortable with public speaking - and nobody starts out comfortable; you have to learn how to be comfortable - practice. I cannot overstate the importance of practicing. Get some close friends or family members to help evaluate you, or somebody at work that you trust." - Hillary Clinton



practice, practice, practice.

workshop.

For the presentation workshop portion of this chapter, please see the rules on the next few slides and practice in front of your peers, family, friends etc. If you are not in a group setting, you can upload a video to YouTube and email me at charoun@gmail.com I will gladly give you my feedback! For this exercise, your only source of content for your presentation is Wikipedia.com.

source: wikipedia only.

3 things to focus on...

1: bottom line

2: passion / delivery

3: content

After each bullet point you put on a slide (or after any sentence you ever write in business), ask yourself “so what?” Also, make sure that you reach a conclusion or bottom line in your presentation.

4 minutes max / group.

all must speak please.

6 slides max / group.

20 minutes to prepare.

If you are doing this workshop with friends or work / school colleagues, please make sure everybody speaks. Have fun doing this! :) Each group should chose only 1 topic from the list of logos below. If more than 1 group is presenting, then each group should select a different logo. Again, have fun with this!



Let's end this section with the most empowering speech of Barrack Obama's career from 2004. Regardless of our political affiliation, you have to admire his ability to present in front of large groups of people. Watch for how he uses his hands, how he pauses, how he makes eye contact with as many people as possible and how he speaks right from his heart: www.tiny.cc/chris33

HOW TO CREATE AN IMPACTFUL START-UP PRESENTATION

Below is a rudimentary template to use for presenting a business model to potential investors (especially for very early stage companies). Remember that less is more. The goal of this presentation template is simply to impress your audience with the clarity and simplicity of your message so that you get a 2nd meeting.

 less is more. keep it simple. 10 slides or less.	Company Name / Logo.
140 characters or less of what your company does. Picture of product.	Management team and advisors (if available).
Problem your company addresses.	Solution (how your company solves this problem).

Size of the market (“total addressable market”).	Competition (and their weaknesses).
Basic annual financials (5-10 year revenue and earnings estimates).	Your contact details

Questions Based on Chapter 2:

1: When presenting, the best practices that you should keep in mind are:

- a) Present with passion.
- b) Less is more.
- c) Deliver an entertaining experience.
- d) All of the above.

2: Which of the following physical characteristics are important when presenting?

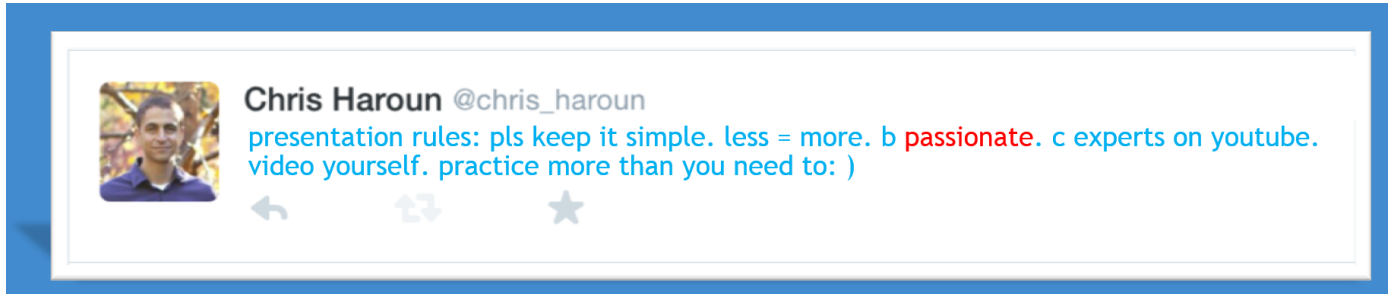
- a) Use your hands.
- b) Make eye contact with everyone.
- c) Move/walk on the stage if you can during the presentation.
- d) All of the above.

3: When making a presentation, each slide should have:

- a) More than 10 bullet points.
- b) Many small pictures.

- c) About 3 bullet points max.
- d) None of the above.

CHAPTER SUMMARY



For more details on how to present and how to raise money, please see my Udemmy courses:

Give Amazing Presentations & Enjoy Public Speaking!

www.tiny.cc/chris34

Fundraising: Raise Money from Anyone & from Venture Capital:

www.tiny.cc/chris35